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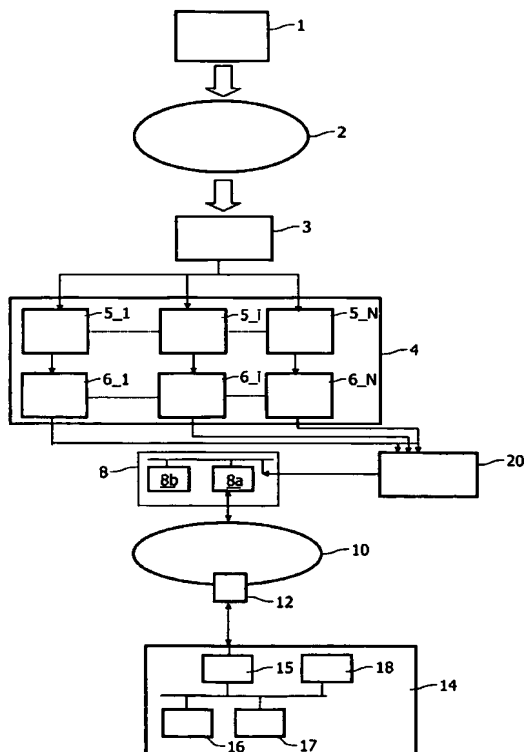
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(54) Title: **METHOD OF TRANSMITTING CONTENT WITH ADAPTATION OF ENCODING CHARACTERISTICS**



(57) Abstract: The invention proposes a method of transmitting a multimedia content from a server to a client device upon request of the client device, said method allowing adaptation of the characteristics of the encoder used for encoding the multimedia content based on the network transmission rate and/or client preference or preferences. The method of the invention consists in encoding the content with various encoder characteristics, thereby providing several encoded multimedia contents, slicing the encoded multimedia contents, thereby providing a plurality of file-based contents, downloading the content file by file while switching from one encoded multimedia content to another so as to change the encoding characteristics, thereby adapting to the network transmission rate and/or client preferences.

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